



## Sweden – Radiohjälpen

### NATIONAL POPULATION

9.5 million

### YEAR OF FOUNDATION

1939

### STAFF SIZE

6

### History

Radiohjälpen of Sweden started in 1939 as a Christmas fundraiser for Swedish servicemen and their families. After great success it became a branch of Swedish public radio, and later, television. International fundraising started after 1945. In 1966 Radiohjälpen became a separate legal entity. The most important fundraising events and campaigns of Radiohjälpen are Children of the World (humanitarian and development work), the Crown Princess Victoria's Fund (recreational activities and support for children with disabilities in Sweden) and Music Aid. Compared to the other joint appeals, Radiohjälpen is slightly different as it is not exclusively directed at humanitarian disaster appeals. Importantly, Radiohjälpen mandate is not only to raise funds for these international and national causes, but also to inform the Swedish public of humanitarian issues. It is therefore deeply rooted in Swedish society.

### Organization

The board has 13 members of which 6 come from Swedish NGO's that serve in their personal capacity. 21 Swedish NGO's are liaised by written

agreement with Radiohjälpen for the Children of the World campaign, but over 50 organisations received support for their international work and over 200 for work in Sweden. So far there is not yet a formal procedure in place to launch a humanitarian disaster appeal but the criteria used include the visibility of the disaster, whether there are humanitarian partners in place and whether support from Radiohjälpen will contribute to increased overall fundraising. However, there is always the possibility to create a specific appeal and more formal procedures are in development. Important is that no competition with the ngo and their own campaigns should arise. Liaised organizations put a minimum amount of work into campaigns and mobilize volunteers. In 2013 a decision was made a more formal partnership process will be put in place. For the Children of the World campaign, the 12 organisations (selected from the 21 liaised on a rotating basis) receive 75% of the collected funds based on proposals that are reviewed by a committee. Criteria are presence and experience in the concerned countries. The staff of Radiohjälpen has grown to 6 persons, especially due to increasing

reporting and auditing demands. Evaluations are submitted by NGO's, and projects are also visited by Radiohjälpen and TV or Radio reporters who use short videos to report back to the public about the projects. Due to it's embeddedness in Swedish public media there is a significant airtime available.

### Fundraising

The National Collection of Children of the World is Radiohjälpen largest humanitarian and development campaign, which started in 1997. Once a year an estimated 45.000 volunteers raise money together. Through events, concerts, bazaars and collection boxes many municipalities, schools, businesses, churches and others make an effort to reach collection targets. During the campaign week in October, reports of projects funded by the campaign are broadcasted. The newest and fastest growing fundraiser event is Music Aid, (adapted from the Dutch originated 'Serious Request) where dj's broadcast radio non stop from a glass cage set up at a town square before Christmas. Spin off events are created Music Aid has developed a strong social media community with 200.000 followers.

## Major successes, highlights

The Children of the World campaign has been Radiohjälpen most important success in the last years. The projects it supports overlap in their development and humanitarian aid character. The board is discussing whether a more clear distinction should be made. Currently the campaign is being revamped, aiming to attract younger audiences. Other successes are Music Aid which is the fastest growing fundraiser, collecting 350.000 euros in 2008 and 3,5 million euros in 2013. The national televised appeal for the Philippines was another success it was the third largest humanitarian fundraiser over the years. Although Radiohjälpen is seen as somewhat old fashioned, it maintains a very high score on credibility and trust.

## Partnerships

Radiohjälpen as such does not have partnerships with businesses. Children of the World has a number of smaller partnerships with one staff position dedicated to such partnerships and Music Aid has one temporary staff person working on partnerships during it's campaign. However, during the Philippines appeal 10% of donations came from corporations who wanted to contribute, eventhough there were little or no promotional benefits. This was a wake up call and Radiohjälpen is looking into strategy how to work out corporate support strategies.

## Challenges and innovations for the future

Radiohjälpen needs to professionalize for a number of reasons. More quality, transparency and

accountability is demanded and therefore more staff is needed to process reporting, monitoring and auditing. New ways are also needed to interact between television and social media and attract younger participants. New digital ways of fundraising are being developed through SMS text messaging and a digital collection bucket. Another challenge is that more international aid organizations set up fundraising offices in Sweden and apply for funding. Although there is no ban on that, Radiohjälpen is intended to be rooted in Swedish society and the link with awareness raising among the population needs to be maintained. For that purpose, starting in 2014, also an annual humanitarian conference with the Swedish government agency Sida is organized.

